PEOPLE ON THE MOVE

Joseph F. Fogliano appointed president and CEO, Thomson Consumer Electronics.

Fogliano

Whims

Worlds of Wonder cofounder **James L. Whims** appointed general manager/executive VP, Data East USA.

Mindscape appoints **Roger T. Young**, executive VP.

Bob Pierce, VP, sales and marketing, appointed to Aiwa board of directors.

James Fifield named president and COO, EMI Music Worldwide.

MCA Home Video names **Roger Mill**, director, new markets; and **Anthony Zummo III**, director, legal affairs.

Newly formed Radio Vision Video appoints **Steve Galloway**, executive VP and COO and **Kevin Johnston**, senior VP, sales and marketing.

Toshiba names **Michael J. Larson** VP, national accounts and special markets.

Noel Kaplan named president, Cellular Wholesalers.

Kaplan

Widlicka

Ricoh appoints **John A. Widlicka** director-alternate channels, Copier Products Group; and **Wayne Mize** VP, office products support, customer service group.

Carol Pough of Video Cassettes Unlimited (Santa Ana, CA) elected secretary, VSDA.

Chaparral Communications names **John McGuigan** director, marketing, and **Roger Samdahl**, director, engineering.

Changes at HBO Video: **Eric Kessler** to senior VP, marketing; **Henry McGee**, senior VP, programming; and **Tracy Dolgin**, VP, marketing, new releases and sell-through.

Mitsubishi Electric Sales America appoints **Takashi Kiuchi**, president and CEO, succeeding **Ken Kitamura**, who returns to Japan to become general manager, Mitsubishi's Energy and Industry Systems Group.

Brad Friedrich promoted to director, marketing, Magnetic Products Division, Fuji Photo Film U.S.A.

Friedrich

Peterson

Heath/Zenith Consumer Products Group, a division of Heath Co., names **Bruce Peterson** marketing manager.

Resignations in wake of Vista Home Video's purchase by IVE: chairman/president/CEO **Nicholas Santrizos**; executive sales and marketing VP **Jay Press**; and ad, promotion and merchandising VP **Catherine McAdam**.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
March 1988 vs. March 1987
(In Units)

	March 1988	March 1987	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,718,993	1,710,779	+ 0.5	4,277,506	4,498,630	- 4.9
Monochrome	208,150	268,968	-22.6	594,455	769,469	-22.7
TOTAL TV*	**1,927,143**	**1,979,747**	**- 2.7**	**4,871,961**	**5,268,099**	**- 7.5**
Projection TV	22,156	22,403	- 1.1	60,885	66,033	- 7.8
Home VCR	997,373	1,025,596	- 2.8	2,645,100	3,013,938	-12.2
Camcorders**	116,660	77,143	+51.2	285,334	229,076	+24.6

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television

**Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Robert Sisco appointed national sales manager, appliance division, Hitachi Sales Corp.

Microwave Filter Co. appoints **Jay LaBarge**, VP, marketing, and **Robert Portmess**, VP, manufacturing.

Thermador/Waste King names **Walter M. Fithcett** and **Dave Turner** district managers for the California sales division.

Sisco

LaBarge

Admiral Co. names **Thomas J. Haenisch**, product manager, refrigeration.

E.L. Coveney retires as president, WCI Cabinet Group; and **Dean R. Baird**, VP and general manager of the Schrock division of WCI Cabinet Group, takes additional position of president.

Nancy Clifton appointed senior counsel and director within the Whirlpool Law Department—Whirlpool Acceptance Corp. Clifton will have responsibility for providing legal services.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
March, 1988

	March			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	**4,125.8**	**4,216.7**	**– 2.2**	**11,809.2**	**12,048.4**	**– 2.0**
COOKING — TOTAL	**1,167.8**	**1,280.0**	**– 8.8**	**3,887.0**	**4,276.6**	**– 9.1**
Electric Ranges — Total	251.0	279.1	– 10.1	770.3	807.7	– 4.6
Free Standing	200.5	224.8	– 10.8	621.4	648.3	– 4.1
Built-In	50.5	54.3	– 7.0	148.9	159.3	– 6.5
Gas Ranges — Total	170.7	183.5	– 7.0	493.0	524.0	– 5.9
Free Standing	158.6	172.2	– 7.9	461.8	493.8	– 6.5
Built-In	12.1	11.3	+ 7.1	31.2	30.2	+ 3.3
Microwave Ovens/Ranges***	761.4	830.9	– 8.4	2,669.0	2,987.3	– 10.7
HOME LAUNDRY — TOTAL	**857.2**	**900.4**	**– 4.8**	**2,742.0**	**2,653.3**	**+ 3.3**
Automatic Washers	497.9	510.4	– 2.4	1,536.4	1,462.6	+ 5.0
Dryers — Total	359.2	390.0	– 7.9	1,205.6	1,190.7	+ 1.3
Electric	276.6	299.3	– 7.6	942.6	926.3	+ 1.8
Gas	82.7	90.7	– 8.8	263.0	264.4	– 0.5
KITCHEN CLEAN UP — TOTAL	**692.6**	**736.3**	**– 5.9**	**2,055.7**	**2,251.3**	**– 8.7**
Disposers#	361.2	364.9	– 1.0	1,082.5	1,181.4	– 8.4
Dishwashers — Total	307.7	349.7	– 12.0	912.7	1,010.4	– 9.7
Built-In	288.0	329.2	– 12.5	845.6	944.7	– 10.5
Portable	19.7	20.4	– 3.4	67.2	65.8	+ 2.1
Compactors#	23.7	21.8	+ 8.7	60.5	59.5	+ 1.7
FOOD PRESERVATION — TOTAL	**593.8**	**621.7**	**– 4.5**	**1,697.6**	**1,722.6**	**– 1.5**
Refrigerators	512.2	517.0	– 0.9	1,435.5	1,451.8	– 1.1
Freezers — Total	81.6	104.7	– 22.1	262.1	270.8	– 3.2
Chest	43.6	59.6	– 26.8	142.1	150.7	– 5.7
Upright	38.0	45.1	– 15.7	120.0	120.1	– 0.1
HOME COMFORT — TOTAL	**814.4**	**678.3**	**+ 20.1**	**1,426.9**	**1,144.6**	**+ 24.7**
Room Air Conditioners	701.6	568.7	+ 23.4	1,225.4	966.4	+ 26.8
Dehumidifiers#	112.8	109.6	+ 2.9	201.5	178.2	+ 13.1

*Domestic plus export shipments: includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
#Current month figures are preliminary.
Source: AHAM (Assn. of Home Appliance Manufacturers).

NOTE

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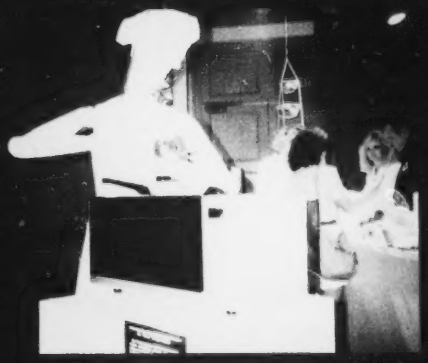
Dealerscope Merchandising

JULY 1988
$7.00

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

Tower Video Takes Manhattan

Financing/Credit: The newest twists and turns



Microwaves: Is your inventory ready for fall?

SUMMER CES

- 11-page gallery of highlights
- *Top-end lines wow Chicago show*
- *Profitability: Getting down to solutions*
- *Glimpses of the Home/Office future*

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BPA

A Bit Disappointing

IT HARDLY took the four days of CES to realize that sales managers attending the show without a full schedule of dealer appointments had a tough row to hoe. At most booths walk-in traffic never materialized; retailers browsing up and down the aisles found that sales reps would lock onto them like an F16's fire control radar.

Despite the great wealth of manufacturing talent represented at McCormick Place, which makes the Chicago event one of the world's four showplaces of consumer electronics, along with the Tokyo and Berlin shows and—of course—Las Vegas, SCES also was a relatively low-tech proposition. New IDTV (improved definition television) entries were about the best that tech-oriented showgoers could hope for. Mostly, SCES was less about the technologies of the future and more about drifting toward Detroit's example of innovation through face-lifting.

Now turn to page one of the rule book where it says all competitors in a given market segment have to exhibit at CES. Cross that out. At SCES, for instance, many of the big tape marketers were not exhibiting on the show floor. Missing were 3M (a last-minute dropout), Kodak, Konica, Maxell, Polaroid, and TDK. BASF, Fuji, Memtek, Sony, Panasonic and Samsung did display tape.

While most companies are not considering skipping either CE show, one result of SCES is likely to be a second, closer look at the cost of doing business at the shows. Waterfalls, flashing lights and magicians do not attract dealers with serious inquiries—attractive products and programs do. One would think the multimillion-dollar show palace of the CD Video group in 1987 would have taught the industry a lesson about the foolishness of extravagant booth design. (Interestingly, CD-V was not to be seen in or around SCES.)

Many CES workshops and panel sessions—both paid and free—also suffered from dealer attendance undernourishment. After the video hardware panel chaired by this writer, which was attended by a cozy group of friends and neighbors, I spoke to an attendee who had a couple of interesting theories as to why these sessions weren't pulling SRO crowds as in the past. Name of this fellow—who's retired now—is Wayman, and he suggested that the day/time scheduling of some events was inappropriate and that attendance might have been improved by placing sessions closer to the exhibit areas for the given categories; i.e., audio and video session in McCormick Place East rather than McCormick Place North. Hmmm. Guess this fellow did know a thing or two about running the show after all.

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Volume 30, No. 7

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MAJOR APPLIANCE MERCHANDISING
The mix does the trick for WCI 88

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Home Office

RETAILING

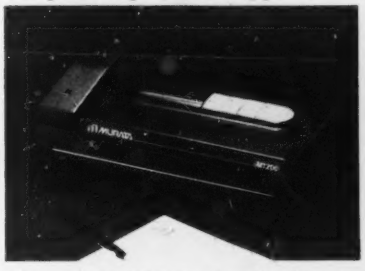
Murata Gears Up for Retail Channels

MURATA completes its initial rollout of the M1200 and M1600 facsimile machines by signing more than 100 retailers and distributors nationwide.

"Our commitment to the retail facsimile market helped us penetrate the market quickly," said Michael Franz, president and CEO. "Back in November, we set goals with plans to announce our new product line in January and to start shipping our products in March. We've already surpassed those goals, making us a leader in the booming retail market."

Included among the new retail accounts are West Coast retailers Freeway Stores, May Co. and Redco. Other accounts include ABC Appliances in Detroit, Best Products on the East Coast, and American Express.

Murata's launch into the retail facsimile market is accompanied by retailer support that features a 90-day warranty with an optional extended warranty program, a toll-free customer service number, and on-site repair. It also offers a national advertising campaign, co-op advertising programs for retailers and point-of-purchase support.



Murata's M-1200, the first faxphone to break the $1,000 price barrier, is expected to be a leading entry.

"It takes more than just a good product to be successful in this industry," said Michael Norris, executive VP. "It takes a commitment to retailers who are really responsible for a product's success."

Under its Full-Circle Service Program, Murata offers consumers on-site repair for 90 days. Extended one- or two-year warranty contracts for on-site repair also are available. "Post-sale servicing is one of the greatest anxieties of consumer electronics retailers," said Norris. "We've taken the headaches out while giving retailers a way to increase customers' long-term satisfaction."

If a Murata facsimile machine requires servicing, Murata dispatches to the site one of its 1,100 service technicians, contracted from General Electric Computer Services.

According to Franz, Murata's M1200 and M1600 personal facsimile machines are designed specifically for retail distribution. Other manufacturers' facsimile products available in the market are typically business fax machines, repackaged and renumbered for retail distribution.

Priced at $899.95, the M1200 is the industry's lowest-priced personal facsimile machine.

Home/Office Growth Doubles

IN a CES briefing on the home/office market, Thomas E. Miller, director of research for the National Work-at-Home Survey conducted by Link Resources, reported that two million more Americans began working at home in the last year.

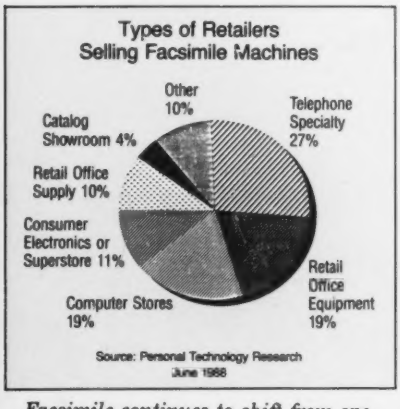
According to Miller, this is more than double the number who began working at home the previous year. The work-at-home total now is nearly 24 million people. "This dramatic increase clearly illustrates the powerful appeal of home-based work styles," Miller said. "More people are doing more kinds of job-related tasks at home, thereby fueling the demand for new home/office products and services that help them do their work more effectively."

Miller also reported that computers have penetrated 35.5 percent of home worker households, compared to 22 percent of all consumer households; full-time home workers increased more than 20 percent; total average hours worked at home grew from 14.2 hours/week to 19.8 hours/week this year; and more than 13 million people now work eight or more hours a week at home.

Other home/office products that have grown considerably, according to Link's 1988 data, include modems, copiers, stand-alone word processors, feature telephones, and answering machines.

The data confirms that home workers comprise a very upscale population because of the high incidence of dual-career households. "Their demographic profile is consistently above the U.S. norms for income and education, making them premium buyers not only of home/office products, but of all kinds of consumer electronics, plus innovative information services likely to appear in the near future," Miller said.

Retail distribution of facsimile developing recent telephone survey shows


Types of Retailers Selling Facsimile Machines
Other 10%
Telephone Specialty 27%
Catalog Showroom 4%
Retail Office Supply 10%
Consumer Electronics or Superstore 11%
Computer Stores 19%
Retail Office Equipment 19%
Source: Personal Technology Research June 1988

Facsimile continues to shift from specialty dealerships to specialty retailing.

PEOPLE ON THE MOVE

Irv Fulton promoted from senior VP to executive VP and appointed to board for Hitachi Sales Corp. of America.

Mindscape appoints **Roger T. Young** executive VP.

Stephen Frishberg named VP and general counsel for West Coast Video.

General Electronics names **John Constantine** president of U.S. operations.

Constantine

Hwang

I.H. Hwang assumes responsibility of Goldstar of America operations.

John Lostroscio appointed National Dealer Development Manager for Advent.

Richard Kerin (VP, sales and operations division, Erol's Video) appointed to board of directors, VSDA.

Panasonic Industrial Co. names **George Dzan** assistant general manager for magnetic media division.

Northwestern Bell names **Robert J. Fitzpatrick** president.

MGM/UA names **Bud O'Shea** president and COO.

The Akai Division of Mitsubishi Electric Sales of America recently promoted **Mark Gomi** from marketing manager to marketing/product manager.

Matsushita corporate communications division names **Justin Camerlengo** general manager. Continues as Matsushita news center director.

William Schaeffer resigns from Bush Industries; **William Compton** promoted to national sales manager.

Compton

Rivera

Ralph Rivera appointed general manager, Condor Video.

James Frische promoted from executive VP to president, Sony's Digital Audio Disc Corp.

National Association of Video Distributors elects board of directors: **Doug Meadows** (Source Video); **August Umlauf** (Baker & Taylor); and **Walt Wiseman** (Major Video Concepts). **Wiseman** also elected president, **Umlauf**, VP and **Dalton McArthur** (Video One Canada), secretary/treasurer.

Component Guard appoints **Vince Wheeler** director, special markets.

Wheeler

Dattilo

Daniel Dattilo named Sharp's national marketing manager, consumer audio division.

CBS/Fox Video names **George Krieger** president/CEO.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
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(In Units)

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Monochrome	199,906	208,362	– 4.1	794,361	977,831	–18.8
TOTAL TV*	**1,654,107**	**1,510,946**	**+ 9.5**	**6,526,068**	**6,779,045**	**– 3.7**
Projection TV	15,657	15,029	+ 4.2	76,542	81,062	– 5.6
Home VCR	802,977	878,318	– 8.6	3,448,077	3,892,256	–11.4
Camcorders**	120,086	107,536	+11.7	405,420	336,612	+20.4

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television

**Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

AHAM elects 1988-89 officers: **Frederick H. Hallett**, chairman; **Paul A. Martin**, first vice chairman; **D.L. Seals**, second vice chairman; and **Janis C. Cooper**, treasurer. Elected to board of directors are **George E. Wardeberg**, **Janis C. Cooper** and **David T. McGoldrick**.

Martin

Geary

Bailie

Farmer

Whirlpool names **Thomas C. Filstrup** to director, corporate finance.

Whirlpool Corp. introduces Roper brand appliances management team: **Joseph E. Geary**, director, marketing and sales; **Thomas Bailie**, product manager; and **Mark Farmer**, merchandising manager.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
April, 1988

	April			Calendar Year to Date		
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COOKING — TOTAL	1,179.4	1,349.9	-12.6	5,025.8	5,626.4	-10.7
Electric Ranges — Total	253.1	281.2	-10.0	982.8	1,088.8	- 9.7
Free Standing	204.6	228.4	-10.4	785.5	876.7	-10.4
Built-In	48.5	52.8	- 8.1	197.3	212.1	- 7.0
Gas Ranges — Total	162.8	157.0	+ 3.7	655.8	681.0	- 3.7
Free Standing	152.1	147.1	+ 3.4	613.9	641.0	- 4.2
Built-In	10.7	9.8	+ 9.2	41.9	40.0	+ 4.8
Microwave Ovens/Ranges***	777.5	925.4	-16.0	3,446.5	3,912.8	-11.9
HOME LAUNDRY — TOTAL	798.8	798.5	0.0	3,504.2	3,453.8	+ 1.5
Automatic Washers	470.6	460.8	+ 2.1	2,009.7	1,924.9	+ 4.4
Dryers — Total	328.2	337.7	- 2.8	1,494.6	1,528.9	- 2.2
Electric	256.7	264.2	- 2.8	1,160.1	1,191.1	- 2.6
Gas	71.5	73.5	- 2.7	334.5	337.8	- 1.0
KITCHEN CLEAN UP — TOTAL	659.1	706.2	- 6.7	2,715.1	2,958.1	- 8.2
Disposers#	305.8	352.0	-13.1	1,388.7	1,533.4	- 9.4
Dishwashers — Total	334.4	337.0	- 0.8	1,247.1	1,348.0	- 7.5
Built-In	315.2	318.4	- 1.0	1,160.8	1,263.5	- 8.1
Portable	19.1	18.6	+ 2.7	86.3	84.4	+ 2.3
Compactors#	19.0	17.2	+10.5	79.4	76.7	+ 3.5
FOOD PRESERVATION — TOTAL	641.0	628.1	+ 2.1	2,338.7	2,355.3	- 0.7
Refrigerators	533.3	531.3	+ 0.4	1,968.8	1,986.9	- 0.9
Freezers — Total	107.8	96.8	+11.4	370.0	368.4	+ 0.4
Chest	55.4	51.2	+ 8.2	197.3	202.5	- 2.6
Upright	52.4	45.6	+14.9	172.6	165.9	+ 4.0
HOME COMFORT — TOTAL	779.7	667.7	+16.8	2,215.5	1,822.8	+21.5
Room Air Conditioners	686.0	542.4	+26.5	1,892.0	1,519.4	+24.5
Dehumidifiers#	93.7	125.2	-25.2	323.5	303.4	+ 6.6

*Domestic plus export shipments: includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
#Current month figures are preliminary.
Source: AHAM (Assn. of Home Appliance Manufacturers).